

Greetings SAZAEYC partner,

We recently shared news of our 2020 SAZAEYC Annual Conference with you and invited you to partner with us as a sponsor or exhibitor at this virtual event on December 5. **Our early bird prices for exhibitors to participate have been extended through October 30**, so you still have time to secure the early bird price!

We have some exciting news to share! In addition to the benefits we initially shared with you, we now have the ability to create a virtual exhibitor hall during our conference for participants to visit. **This means that you would have a Zoom breakout room for face-to-face conversations with conference attendees like you do at an in person event.** Participants would have planned time to visit exhibitor booths, interact with you, and learn about your company/organization and the products and programming that you offer. This new added benefit would be in addition to those listed in the chart below.

<i>Virtual Exhibitor and Advertising Opportunities</i>		
Benefits	Non-profit & Community Organizations	For Profit
<ul style="list-style-type: none"> ★ Promotion of your goods and services to all conference attendees ★ Name listed on Southern Arizona AEYC website that is linked to your company website ★ Up to 1 minute YouTube video participants can access during the conference and following weeks ★ The ability to connect with early childhood professionals without the cost of travel 	\$50 Early Bird <i>Due before October 1</i> Extended through October 30	\$100 Early Bird <i>Due before October 1</i> Extended through October 30
	\$75	\$150

Tips for a successful virtual exhibitor booth:

- Set up a physical space to use as your virtual booth. Hang your company banner or logo. Display products and program materials that you wish to share with participants.
- Be sure to provide SAZAEYC with your (up to) 1 minute video for us to share with conference attendees. It will remain on the SAZAEYC website in the weeks following the event.
- Provide us with a brief description of your company/organization and your products and/or programs to share with participants before the conference in our Exhibitor Hall Brochure. This will help participants plan their visits and come prepared with questions and conversation points. This information will remain on the SAZAEYC website in the weeks following the event.
- Consider offering coupons or other incentives to participants who visit your booth. We can share this information in the Exhibitor Hall Brochure.
- Use the chat feature to collect contact information from participants who visit your booth so that you can send additional information after the conference.

Thank you for your consideration. We have also attached the original sponsorship letter for your reference. Please let us know if you have any questions.